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# **China, Peoples Republic of**

## **Promotion Opportunities**

### **South China Promotional Opportunities Report**

#### **2001**

Approved by:  
**Dr. Sam Wong**  
**U.S. Embassy**  
Prepared by:  
John D. Rutledge

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#### **Report Highlights:**

**South China is an excellent market for U.S. food and agricultural exports, because the local population has the means to afford high value imports and experience in consuming such products. This report outlines the various opportunities available to U.S. exporters in the South China market and how the ATO can help.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Guangzhou [CH3], CH

## **I. South China General Market Situation**

South China, particularly Guangdong province's Pearl River Delta, not only is one of the wealthiest regions of China, but also continues to be an excellent market for U.S. food and agricultural products. In addition, Guangdong province is the home of many of China's food and beverage importers. Taking advantage of the south's more flexible customs regime, these importers bring in millions of Dollars worth of overseas products every year for consumption in the region and distribution to domestic markets further north.

Guangdong province's urban residents enjoy one of the highest standards of living in China. In 1999, urban residents of Guangdong province had an average real income of 9,205.60 RMB. During the same year, only the urban residents of Shanghai and Beijing had higher average real incomes. With such relatively high incomes, Guangdong's urban residents in comparison with those of other Chinese provinces often can afford many better quality and higher priced imported products.

Availability of imported food and beverage products is not a problem for south China's consumers. Imports are present on many local retail outlets' shelves and are used as ingredients for many dishes at numerous local restaurants. However, import preferences tend towards products which could be incorporated into local cuisine. In addition, both the retail and HRI sectors prefer purchasing small, single serving packages over bulk packages.

Much of China's imported food and beverage products entry the country through Guangdong province in south China. Local importers like the more flexible customs regime in the region and easy access to Hong Kong's transportation and financial infrastructure. Due to this situation, south China's Guangdong province is the home to many important imported food products wholesale markets which often are the first link in distribution chains that cover all of China. These markets include: Lishui (fresh fruit), Huadu (fresh fruit), Yantian (seafood), Buji (consumer products), and Yide Road (nuts and consumer products).

## **II. Hot Prospects in the South China Region**

Candies  
Fresh Fruit  
Hides/Skins  
Live Seafood  
Milk Powder/Baby Formula  
Nuts  
Poultry Meat and Parts  
Snack Products, General  
Wood, Logs and Lumber

### **III. 2001 South China Trade Delegations**

The U.S. Agricultural Trade Office in Guangzhou is involved in the organizing and leading several trade delegations from the South China region. Delegation membership includes many South China importers and distributors. U.S. exporters interested in meeting delegation members at the respective shows on their itinerary should contact the US ATO Guangzhou.

#### Seafood Team: late March-early April 2001

This team will be in the United States from March 26 to April 9, 2001. The team not only plans to visit the Boston Seafood Show, but also will go to Washington D.C., New Jersey, and Hawaii. The team's membership is primarily composed of Hainan provincial fisheries officials, but will also include a few seafood traders.

#### Consumer Supermarket Products Team: early May 2001

This team will visit the United States from May 2 to 13, visiting the FMI show in Chicago and several other locations. Other stops in this team's journey include: Washington state, Washington D.C./Northern Virginia, and New York city. Team membership will be primarily composed of importers and supermarket executives from Guangdong, Fujian, and Guangxi provinces.

#### Restaurant Managers Team: late May 2001

This team plans to visit the United States from mid-May to early June and its main purpose is to visit the National Restaurant Association show in Chicago. The team also plans to visit the cities of Dallas, New Orleans, Las Vegas, and Los Angeles and get a taste of various U.S. cuisines.

#### Fresh Fruit Team: October 2001

The main purpose of this team is to visit the Produce Management Association's annual trade show and several major U.S. horticultural production regions. The visit will not occur until late October 2001, but team recruitment has already begun. At the present time, the specific itinerary for the team has not been set.

### **IV. 2001 Food, Agriculture, and Forestry related Trade Shows in the South China Region**

#### Chengdu

3<sup>rd</sup> Chengdu Shoes & Shoes Materials and Equipment Fair

Date: 17-20 May 2001

Frequency: Annual

Exhibition Location: Chengdu International Convention and Exhibition Center

Participation Application Deadline: N.A.

Number of Attendees at last event: 25,000

Organizer: Wenzhou City Dongnan Exhibition Company Limited

Organizer's Address: Room 507, Jiangnan Building, Renmin Dong Road, Wenzhou City 325003

Telephone: 86-577-8829106, 86-577-8829107, 86-577-8829108

Fax: 86-577-8830518, 86-577-8834057

Email: nie@mailwzptt.zj.cn

Website: N.A.

Contact Person: Chen Xi-qiang

Additional Information:

International Furniture Fair

Date: 23-26 September 2001

Frequency: Annual

Exhibition Location: Chengdu International Convention and Exhibition Center

Participation Application Deadline: N.A.

Number of Attendees at last event: N.A.

Organizer: CCPIT Chengdu Sub-Council

Organizer's Address: 6<sup>th</sup> Floor, 52 Xiyuheyan Street, Chengdu 610015

Telephone: 86-28-6647687, 86-28-6275331x8003

Fax: 86-28-6630340

Email: ccpitcd@mail.sc.cninfo.net

Website: N.A.

Contact Person: Jiang Dan, Fang Lei

Additional Information:

The 3<sup>rd</sup> Chengdu International Food Industry Fair

Date: Four Quarter 2001

Frequency: Biennial

Exhibition Location: Chengdu International Convention and Exhibition Center

Participation Application Deadline: 30 September 2001

Number of Attendees at last event: 50,000

Organizer: Sichuan Provincial International Exhibition Center

Organizer's Address: Maochuhui Building, 4 Chenghua Street, Chengdu 610081

Telephone: 86-28-3336693, 86-28-3379517

Fax: 86-28-3392822, 86-28-2226693

Email: ccpitsce@mail.sc.cninfo.net

Website: N.A.

Contact Person: Zhang Ji-ping

Additional Information:

2001 Chengdu International Green Food Fair

Date: Four Quarter 2001

Frequency: Biennial

Exhibition Location: Chengdu International Convention and Exhibition Center

Participation Application Deadline: 30 September 2001

Number of Attendees at last event: 15,000

Organizer: Sichuan Provincial International Exhibition Center

Organizer's Address: Maochuhui Building, 4 Chenghua Street, Chengdu 610081

Telephone: 86-28-3336693, 86-28-3379517

Fax: 86-28-3392822, 86-28-2226693

Email: ccpitsce@mail.sc.cninfo.net

Website: N.A.

Contact Person: Zhang Ji-ping

Additional Information:

Guangzhou

2001 China Bakery & Confectionary Exhibition

Date: 18-21 May 2001

Frequency: Annual

Exhibition Location: Guangzhou China Export Commodity Trade Fair Hall

Participation Application Deadline: 31 March 2001

Number of Attendees at last event: N.A.

Organizers: Guangzhou International Exhibition Company, Gaowei Exhibition Promotion Company Limited

Organizer's Address: Building 9, Guangzhou Development Building, #7 Lujing Road, Guangzhou 510091

Telephone: 86-20-83576291, 86-20-83504417

Fax: 86-20-83576291, 86-20-83576200

Email: gzfair@163.net

Website: N.A.

Contact People: Hu Yun-yi, Chen Jing-gang

Additional Information:

China International Building & Decoration Fair

Date: 5-8 July 2001

Frequency: Annual

Exhibition Location: China Export Commodity Trade Fair Hall

Participation Application Deadline: June 2001

Number of Attendees at last event: 80,000

Organizers: China Foreign Trade Guangzhou Exhibition Company, Guangzhou Boya Exhibition Development Company Limited

Organizer's Address: 2<sup>nd</sup> Floor, Building 15, 117 Lihua Road, Guangzhou 510014

Telephone: 86-20-86671346, 86-20-81299238

Fax: 86-20-86663416, 86-20-86681629, 86-20-81299238

Email: project3@cecf-exbit.com

Website: www.cecf-exbit.com

Contact Person: Miss Liu Xiao-hong

Additional Information:

The Fourth China International Garden and Flower Exposition

Date: September 28 to November 28, 2001

Frequency: N.A.

Exhibition Location: Pearl River New District, Guangzhou

Participation Application Deadline: 10 March 2001

Number of Attendees at last event: N.A.

Organizer: The Organization Committee of the Fourth China International Garden & Flower Exposition

Organizer's Address: Room 1206, Number 348 Huangshidong Road, Guangzhou 510060

Telephone: 86-20-8759-7712, 86-20-8312-5528

Fax: 86-20-8383-0239

Email: gz-flower@china.com

Website: N.A.

Contact Person(s): Ms. Hilary Liu, Liu Rong-hua

Additional Information:

### Hong Kong (1)

HOFEX 2001/Confectionary Asia 2001/Asian Bakery 2001/Asian International Seafood Show and Conference

Date: 8-11 May 2001

Frequency: alternates between Hong Kong and Singapore each year

Exhibition Location: Hong Kong Convention and Exhibition Center

Participation Application Deadline: N.A.

Number of Attendees at last event: N.A.

Organizer: Hong Kong Exhibition Services Limited

Organizer's Address: 9<sup>th</sup> Floor, Shiu Lam Building, 23 Luard Road, Wanchai, Hong Kong

Telephone: 852-28041500

Fax: 852-25283103

Email: exhitit@hkesmontnet.com.hk

Website: www.hofex.com

Contact Person: N.A.

Additional Information:

(1) The Hong Kong show listing does not include all food, agriculture, and forestry shows held in the territory. Only shows which are consistently known to draw substantial South China market participant attendance are included.

### Kunming

Kunming International Floral Exhibition 2001

Date: September 2001

Frequency: Annual

Exhibition Location: Kunming International Trade Center

Participation Application Deadline: 30 August 2001

Number of Attendees at last event: 80,000

Organizer: Yunna Provincial Advertisement Exhibition Company

Organizer's Address: 10<sup>th</sup> Floor, Waimao Building, 175 Beijing Road, Kunming, Yunnan 650011

Telephone: 86-871-3138324, 86-871-3134626

Fax: 86-871-3136574, 86-871-3155519

Email: yfaec@public.km.yn.cn

Website: N.A.

Contact Person: Yang Mei, Li Zong

Additional Information:

### Shantou

The 3<sup>rd</sup> Shantou Food Expo

Date: October 2001

Frequency: Annual

Exhibition Location: Shantou Linbaixin International Conference Exhibition Center

Participation Application Deadline: August 2001

Number of Attendees at last event: 6,000

Organizer: Shantou Linbaixin International Conference Exhibition Center

Organizer's Address: 96 Changping Road, Shantou 515041

Telephone: 86-754-8366050

Fax: 86-754-8366051

Email: icec@pub.shantou.gd.cn

Website: N.A.

Contact Person: Xu Pei-ran

Additional Information:

### Shenzhen

The 7<sup>th</sup> International Furniture & Wood Working Machinery Fair

Date: Spring and Autumn 2001

Frequency: Twice a year

Exhibition Location: China International High Tech Result Fair Exhibition Center

Participation Application Deadline: N.A.

Number of Attendees at last event: 50,000

Organizer: Shenzhen City Furniture Industry Association

Organizer's Address: 8 Zhenghua Road, Shenzhen 518031

Telephone: 86-755-3786188

Fax: 86-755-3785652

Email: N.A.

Website: N.A.

Contact Person: X. Kepen

Additional Information:

The 6<sup>th</sup> China (Shenzhen) International Building & Decorating Material Exhibition

Date: 21-24 June 2001

Frequency: Annual

Exhibition Location: China High Tech Exhibition Center, Shenzhen

Participation Application Deadline: 30 April 2001

Number of Attendees at last event: 19,600  
Organizer: Zhongshihda Exhibition Company Limited  
Organizer's Address: 11 Sanlihe Road, Baiwanzhuang, Beijing 100831  
Telephone: 86-10-68342388, 86-10-68041566, 86-10-68041567  
Fax: 86-10-68346980  
Email: ccpitms@public3.bta.net.cn  
Website: N.A.  
Contact Person: N.A.  
Additional Information:

China International Fair on Building and Decorative Materials and Equipment  
Date: 23-26 November 2001  
Frequency: Annual  
Exhibition Location: Shenzhen China International High-Tech Results Fair Exhibition  
Participation Application Deadline: 30 September 2001  
Number of Attendees at last event: N.A.  
Organizer: Shenzhen China International High-Tech Results Fair Exhibition Center  
Organizer's Address: Fuzhong San Road, Futian Center, Shenzhen 518026  
Telephone: 86-755-2526058  
Fax: 86-755-2526009  
Email: N.A.  
Website: N.A.  
Contact Person: Wang Li-jun  
Additional Information:

Shenzhen International Food Expo  
Date: 6-9 December 2001  
Frequency: Annual  
Exhibition Location: China International High Tech Result Fair Exhibition Center  
Participation Application Deadline: N.A.  
Number of Attendees at last event: N.A.  
Organizer: Shenzhen City Food Industry Association  
Organizer's Address: Room 1006, Food Building, 1033 Dongmen Nan Road, Shenzhen 518001  
Telephone: 86-755-2337991, 86-755-2329902, 86-755-2337343  
Fax: 86-755-2329902, 86-755-2337745  
Email: szfood@public.szptt.net.cn  
Website: www.cn-szfoodexpo.com  
Contact Person: N.A.  
Additional Information: ATO/Guangzhou plans to provide staff support for this show.

### Shunde

The Fifth China Flower Exposition and The Third China Flower Trade Fair 2001  
Date: September 28 to October 7, 2001  
Frequency: Exposition, once every four years  
Exhibition Location: N.A.

Participation Application Deadline: 1 August 2001

Number of Attendees at last event: N.A.

Organizer: Investment Inviting Department of the Organizing Committee of the Third China Flower Trade Fair 2001, Investment Inviting Department of the Organizing Committee of The Fifth China Flower Exposition 2001

Organizer's Address: inside the World of Flowers in Chencun, Shunde City, Guangdong Province 528313

Telephone: 86-765-383-3839, 86-765-383-2898

Fax: 86-765-383-2895

Email: expo@flowerworld.org

Website: www.flowerworld.org

Contact Person: Ms. Chen Jin-hong, Mr. Zhang Xin-feng

Additional Information:

## **V. Upcoming Supermarket and Restaurant Promotions in the South China Region**

### ATO Guangzhou New Products Promotion

The ATO Guangzhou is now organizing its second new products promotion for south China. Scheduled for August/September 2001, this year's promotion is expected to be larger than last year's. Although the specific participating supermarket chains have not been chosen, the promotion will cover the cities of Guangzhou and Shenzhen.

The participation in the promotion is open to all U.S. consumer food and beverage products that are new to the south China region. Participation cost is U.S.\$500 per product, plus 300 units of product. The fee includes overseas shipment, product health inspection, advertising, and other related activities. U.S. exporters who are interested in participating should contact either Ms. Lynda Jiang or Ms. Julie Zhu of the ATO Guangzhou for further details.

### Holiday Inn 4<sup>th</sup> of July California Menu Promotion

The Holiday Inn of Guangzhou, with the assistance of the ATO Guangzhou, plans to hold a California Food promotion during the beginning of July. The promotion wants to highlight the wide variety of foods available in the state and the many ways in which they can be prepared. To help in this endeavor, the hotel and ATO hope to recruit an overseas chef for the promotion. For more information, contact the ATO Guangzhou.

## **VI. U.S. Agricultural Trade Office, Guangzhou: contact details**

Telephone: 0086-20-86677553

Fax: 0086-20-86660703

Address:

China Hotel Office Tower, 14<sup>th</sup> Floor

Guangzhou, China 510015

Email: [ato@gitic.com.cn](mailto:ato@gitic.com.cn)

Staff:

Dr. Sam Wong, Director

John D. Rutledge, Agricultural Specialist

Lynda Jiang, Agricultural Trade Specialist

Julie Zhu, Agricultural Trade Assistant

Ursula Chen, Agricultural Trade Assistant

Ivy Li, Assistant Office Manager

Xeni Lange, Office Manager